



WCPO

wcpo.com
kypost.com

ORDER

Print Date 09/11/12

Page 1 of 5

Flight Dates 09/18/12-09/24/12

Contract / Revision 310127 /

Original Date / Revision
09/11/12 09/11/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Candidate. OFA Sked A 09.18-9.24

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1536

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	116	\$31,713.50	\$37,310.00	0.00
Totals	116	\$31,713.50	\$37,310.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	116	\$31,713.50	\$37,310.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WCPO	09/18/12	09/24/12	M-F 7-730p M-F 7-730p	CM	658-730p	MTWTF--	:30	1	\$375.00	P-8	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--		1				\$375.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
E 2	WCPO	09/18/12	09/24/12	M-F 730-8p M-F 730-8p	CM	728-8p	MTWTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--		1				\$500.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
3	WCPO	09/22/12	09/22/12	SA 7-730p	CM	658-730p	-----S-	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00



WCPO

Print Date: 09/11/12

Page 2 of 5

wcpo.com
kypost.com

Contract / Revision 310127 Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 09. Estimate # 1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SA7-730P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$200.00		0.00			
4	WCPO	09/22/12	09/22/12	SA 730-8p	CM	730-758p	-----S-	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
				SA730-8P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$200.00		0.00			
6	WCPO	09/24/12	09/24/12	Monday Prime C	CM	10-11p	M-----	:30	1	\$1,200.00	P-8	0.00	NM	1	\$1,200.00
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$1,200.00		0.00			
7	WCPO	09/18/12	09/18/12	Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$700.00	P-8	0.00	NM	1	\$700.00
				Tuesday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----					1	\$700.00		0.00			
10	WCPO	09/18/12	09/24/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	5	\$600.00	P-8	0.00	NM	4	\$2,400.00
				M-F 2-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					3	\$600.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$600.00		0.00			
11	WCPO	09/18/12	09/24/12	M-F 1-2p	CM	1258-2p	MTWTF--	:30	5	\$150.00	P-8	0.00	NM	4	\$600.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					3	\$150.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$150.00		0.00			
12	WCPO	09/18/12	09/24/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$165.00	P-8	0.00	NM	5	\$825.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$165.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$165.00		0.00			
13	WCPO	09/18/12	09/24/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$190.00	P-8	0.00	NM	4	\$760.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					3	\$190.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$190.00		0.00			
14	WCPO	09/18/12	09/24/12	M-F 10-11a Right This Morn	CM	10-11a	MTWTF--	:30	5	\$100.00	P-8	0.00	NM	5	\$500.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$100.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$100.00		0.00			
15	WCPO	09/18/12	09/24/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	1	\$150.00	P-8	0.00	NM	1	\$150.00
				Live with Regis and Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					1	\$150.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
16	WCPO	09/23/12	09/23/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$100.00	P-8	0.00	NM	1	\$100.00
				SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$100.00		0.00			
17	WCPO	09/23/12	09/23/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$80.00	P-8	0.00	NM	1	\$80.00
				SU GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$80.00		0.00			



WCPO

Print Date: 09/11/12

Page 3 of 5

wcpo.com
kypost.com

Contract / Revision 310127 Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 09. Estimate # 1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
17	WCPO	09/23/12	09/23/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$80.00	P-8	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$80.00		0.00			
18	WCPO	09/23/12	09/23/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$70.00	P-8	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$70.00		0.00			
19	WCPO	09/23/12	09/23/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$25.00	P-8	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$25.00		0.00			
20	WCPO	09/22/12	09/22/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$100.00	P-8	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$100.00		0.00			
21	WCPO	09/22/12	09/22/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$80.00	P-8	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$80.00		0.00			
22	WCPO	09/22/12	09/22/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$70.00	P-8	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$70.00		0.00			
23	WCPO	09/22/12	09/22/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$25.00	P-8	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$25.00		0.00			
24	WCPO	09/18/12	09/24/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	10	\$150.00	P-8	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					8	\$150.00		0.00			
		Week: 09/24/12	09/30/12	M-----					2	\$150.00		0.00			
25	WCPO	09/18/12	09/24/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	5	\$170.00	P-8	0.00	NM	5	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$170.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$170.00		0.00			
26	WCPO	09/18/12	09/24/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	5	\$50.00	P-8	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$50.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$50.00		0.00			
27	WCPO	09/18/12	09/24/12	M-F 1202-107a Jimmy K M-F 1202-107a Jimmy Ki	CM	1202-107a	MTWTF--	:30	5	\$50.00	P-8	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$50.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$50.00		0.00			
28	WCPO	09/18/12	09/24/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	MTWTF--	:30	5	\$20.00	P-8	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$20.00		0.00			



WCPO

Print Date: 09/11/12

Page 4 of 5

wcpo.com
kypost.com

Contract / Revision 310127 Flight Dates 09/18/12-09/24/12

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 09. Estimate # 1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
28	WCPO	09/18/12	09/24/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	MTWTF--	:30	5	\$20.00	P-8	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$20.00		0.00			
29	WCPO	09/19/12	09/19/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	1	\$3,000.00	P-8	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----					1	\$3,000.00		0.00			
30	WCPO	09/19/12	09/19/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----					1	\$800.00		0.00			
32	WCPO	09/20/12	09/20/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---					1	\$2,000.00		0.00			
33	WCPO	09/20/12	09/20/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$600.00	P-8	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---					1	\$600.00		0.00			
38	WCPO	09/18/12	09/24/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	7	\$350.00	P-8	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF-S					6	\$350.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$350.00		0.00			
39	WCPO	09/18/12	09/24/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	5	\$175.00	P-8	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$175.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$175.00		0.00			
40	WCPO	09/23/12	09/23/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$200.00		0.00			
41	WCPO	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	5	\$325.00	P-8	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$325.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$325.00		0.00			
42	WCPO	09/18/12	09/24/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	5	\$300.00	P-8	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$300.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$300.00		0.00			
43	WCPO	09/18/12	09/24/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	5	\$275.00	P-8	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					4	\$275.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$275.00		0.00			
44	WCPO	09/18/12	09/24/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	5	\$280.00	P-8	0.00	NM	5	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

